

Investors/Brokers & Finance Decision Makers

| TARGET:

Investors/Brokers &
Finance Professionals

| MARKET:

US

| METHODOLOGY:

30-Minute Telephone/Web IDI

SPECS:

Advisor or Senior Decision-Maker in one of the following categories

- Commodity Markets/Asset-Backed Financing
- Asset Management
- Capital Markets

Commodity Markets/Asset-Backed Financing

- Institutional Investors
- Senior financial decision maker, responsible for investment decisions
- Must invest in either commodity markets and/or asset-backed financing

Brokers

- Must advise institutional/commercial clients on commodity markets and/or asset-backed financing
- Must recommend financial brands
- Must hold relevant licenses
- Must not be tied to one financial brand

Asset Management

- Brokers
 - Must advise corporate clients on mutual funds
 - Must hold relevant licenses
 - Must not be tied to one financial brand
- Corporate Investors
 - Senior investment/finance decision maker (e.g. CFO, Head of Investments, VP, Finance)
 - Must make mutual fund investment decisions for their organization
 - Must represent a company/institution with at least \$100m in revenue

Capital Markets

- Senior financial decision maker (e.g. CFOs, VP, Finance)
- Must be involved in decisions about financing and capital markets (e.g. M&A debt + equity advisory, financing) for their organization
- Must represent a business with at least \$100m in revenue

SAMPLE PROFILES:

- Managing Director at Albeck Financial Services
- CFO at WS Darley
- CFO at 19York
- Director at EA Markets
- Managing Director at Piper
- CFO at JJJ International